

The REPORTER

of Direct Mail Advertising

Yourself

What you did yesterday:
Where you had lunch, dinner—
whom you saw—what they said.
Any new clothes for yourself;
new things for the house?
What book you are reading—
how you like it.

The Neighbors

Who is engaged, who married?
Who had a baby?
Who has a new job?
Who has moved away?
Who has gone into the service?

Your War Work

Your Victory garden.
Red Cross activities.
Buying War Bonds?
Donated blood?

Your Church

Who preached?
Like the sermon?
Whom did you see?
Any special church events?

His Friends in the Service

What news from them?
Who has been promoted?
Who has been decorated?
Who mentioned in the news?
Who home on leave?

His Job

How's the business?
Hiring more people?
Anyone he knows promoted?
Seen his employer?
Seen his old associates?
Did they send him any word?

Answer Questions

Have his latest letter before you
as you write—tell him what he
wants to know.

Send Overseas Mail V-Mail...

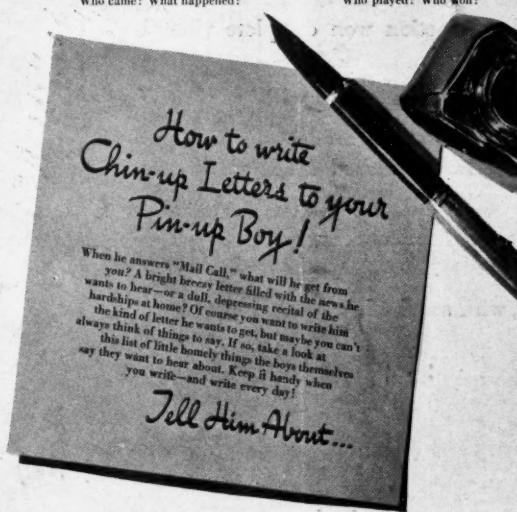
V-MAIL IS FAST! It's the only mail that always goes by air!
V-MAIL IS SURE. It always gets there. V-MAIL IS CONFIDENTIAL. No unauthorized person ever reads it. V-MAIL HELPS THE WAR EFFORT—saves cargo space for vital war materials.

The Family

New things the children have
done, have said.
The baby's new tooth, new words,
new tricks.
Who has new clothes—
what kind, color, size?
Who had a birthday? What
gifts? Was there a party?
Who came? What happened?

Your Entertainment

What movies have you seen,
how did you like them?
What radio programs do you
listen to, like best?
What play have you seen?
Enjoy it? Who was in it?
Played any cards? Who won?
Gone to any sports events?
Who played? Who won?



Tuck in Clippings

News items of interest:
Cartoons—jokes—jingles.
A short, good poem.
Articles you know he would
enjoy.

Don't

Don't complain, don't whine,
don't send him any sad news,
or bad news—and above all,
don't forget to tell him that
you love him!

Something Special!

Thousands of wives and sweethearts of men in
the service have something very special to
write about. They are taking the DuBarry
Success Course at home to make them-
selves fit and fair—lovelier than they were
when he said good-bye! Some report their
progress—others keep it secret—for a home-
coming surprise. If you are overweight,
underweight, less than your loveliest, send
for the book that tells all about the DuBarry
Success Course and how it can help you.
Richard Hudnut Salon, Dept. S,
693 Fifth Avenue, New York.

RICHARD HUDNUT SALON, Dept. S
693 Fifth Avenue, New York, N. Y.

Please send full information about the DuBarry
Success Course, directed by Ann Delafield.

Miss (or Mrs.) _____ Street _____

State _____ Zip No. _____ City _____

*Editorial cartoon by George F. Johnson, published in the *Reporter* for April 1945. For reports on above and reduced front-line advertising rates, see letter from Lynn Sumner on page 9.*

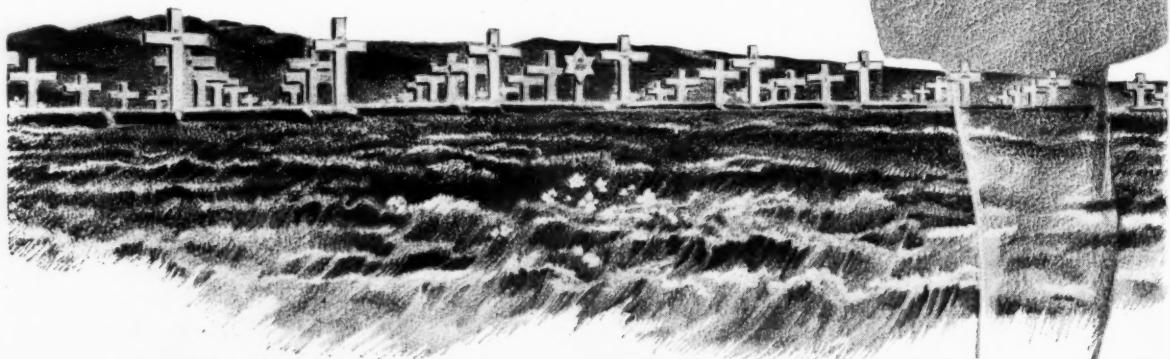
A Report on April, 1945 Direct Mail Activities

(With slight corrections made as of May 1, 1945, before going to press.)

*"It is for us, the living,
rather, to be DEDICATED HERE TO THE
UNFINISHED WORK which they who
fought here have thus far so nobly advanced"*

Courage, sacrifice and production won complete victory
in Europe. Henceforth our men and wealth and energy
shall be consecrated to unfinished business on the
other side of the globe. Pray that success soon may smile
upon our efforts there, with an absolute minimum of loss.
Then those fighters who achieve this glorious victory can
come home, lay aside arms and uniforms, and devote their
future to their families and to the winning of the peace.

THE CHAMPION PAPER AND FIBRE CO., HAMILTON, OHIO
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS



Rambling Notes

of a DIRECT MAIL REPORTER

Much of our time during April was spent in New York and Washington trying to find out what effect V-E Day will have on the Direct Mail and printing businesses . . . and what changes will be made in the so-called war project campaigns.

Consensus of opinion seems to be that very few changes will be noticeable. Here's a quick resume.

Following V-E Day, advertisers will be asked to go all out in helping to promote the most important campaign—"Beat Japan" it is called. Military authorities indicate that it may require a year and a half to two years to beat Japan. People must "be sold" to stay at war jobs, to keep buying War Bonds and to continue to support all home front activities . . . including the writing of encouraging letters to the men overseas.

Among the important home front projects . . . the following will continue.

Most of the salvage campaigns . . . for paper, tin and scrap metal. "Don't Travel" campaigns will be even more important, with the change in the direction of the war. Troops and supplies will be moving. Transportation facilities will be overtaxed more than ever before. The Office of Defense Transportation is now undertaking a nation wide vacation-at-home campaign. Direct Mail and printed literature can help, because localized home town booklets and circulars are needed to induce people to stay at home.

All of the conservation campaigns will be continued . . . with food getting the major play. Victory gardens are more necessary than ever. The fight against black markets must be continued. Campaigns to conserve fuel next winter will be continued and be made even stronger. And naturally there will be V-Mail and War Bond campaigns.

Conversion to peacetime products will come slowly . . . so Direct Mail

and printing must continue to help on war projects until the last shot has been fired in the Pacific.

* * *

If you have been listening to certain radio programs, or reading certain Washington papers . . . you will know that there's another "franking scandal" brewing. We can admit now that this reporter has been floating around in the background. Ever since Navy Secretary Frank Knox (before his death) publicly condemned the writing of seurilous letters to mothers of sons who had been killed in the war . . . we have been trying to find out how the system was being worked. It had all the aspects of a nationally organized plan.

We can't go into details on how the discoveries were made . . . but here's how it was worked. Agnes Waters is the Washington representative of the "Blue Star Mothers of Pennsylvania" and "We, the Mothers" of Chicago. Both are disruptive organizations doing everything possible to stir up racial and national antagonisms. Agnes Waters by "devious methods" obtained large supplies of the franked envelopes of a number of Congressmen. She used these franked envelopes to mail casualty lists without postage to her key representatives in all the important cities of the country. These representatives were instructed to pick out the names of mothers of casualties in their area and to write them letters thanking them for donating their sons to the Roosevelt, Jewish, Communist or British war. In some cases, the sorrowing mothers received their contact by telephone. Personal letters and circulars were numerous. In one case, a particularly vicious message was processed on stolen second sheets bearing the watermark of the War Department.

We submitted our evidence (including handwritten addressing traced to Waters) to the Congressmen involved . . . and they "blew

up." None of them had given permission for their franks to be used. One Congressman, namely Percy Priest of Tennessee, was induced to file a formal complaint with the Post Office and Justice Departments. A thorough investigation has been made and our evidence has been substantiated. Whether or not there will be prosecution depends on the attitude and aggressiveness of the United States Attorney. It is a disgusting and messy case all around. But we have demonstrated again that it is possible for "outside interests" to get the use of the Congressional frank. Congressmen are boiling mad. Perhaps the abused Congressmen can demand adequate prosecution for in this case there is a distinct violation of the law. Perhaps some of the Congressmen will now wake up to the fact that there should be new laws relating to the use of the frank.

* * *

One Congressman has already acted. Augustus Bennet, who replaced the notorious frank abuser Hamilton Fish, has kept his campaign promise and on April 16th introduced the following resolution. It is titled "House Resolution 2917," and reads as follows:

A BILL

To impose certain limitations on the franking privilege of Members of Congress, Delegates, and Resident Commissioners.

1. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the privilege of each Senator, Senator-elect, Representative, Representative-elect, Delegate, Delegate-elect, and Resident Commissioner, to send mail matter free through the mails, under his frank, shall, except in the case of correspondence, be limited to sending such matter to some point in the State, district, territory, or possession, as the case may be, which he represents, or has been elected to represent, in Congress, unless such mail matter is sent at the written request of the person to whom it is addressed. As used in this Act, the term "person" means an individual,



Our Position

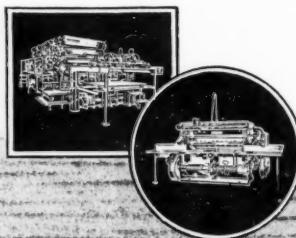
LEADERSHIP AND CONFIDENCE are the foundation of Harris-Seybold business.

The names of Harris and Seybold are synonymous with offset lithography (rotary printing) and precision cutting machinery. Our leadership has been achieved over a period of fifty years. We will maintain this position by continuing to merit the confidence of the industry.

We have learned much during the war period that will be built into our postwar products. However, we do not propose to be stampeded by any hysteria of war or postwar psychology. Theoretical applications of wartime developments to peacetime needs are hazardous until they are proved in the calculations of a peacetime economy. True progress is evolutionary, never revolutionary. Developments occur gradually.

We will not jeopardize our reputation by policies based on expediency.

Harris-Seybold equipment has acceptance as the best on the market—nothing better is available. Equipment purchased now for immediate needs should be bought with the realization that future developments are bound to come.





Your Position

KNOWLEDGE OF YOUR INDUSTRY is the foundation of your business.

The factual information and experience of printers and lithographers is the best basis for their appraisal of new developments in graphic arts machinery. To them "something new" must be proved to be profitable before it is deserving of consideration.

Each plant should view new equipment in the light of its own individual requirements. The needs of each plant will vary according to its present equipment (its type, its condition) and customers.

Any consideration of new equipment must be guided by common sense and knowledge of the industry. There must be a realization of the factors incident to the development of new equipment.

There is a danger, when regulations are relaxed, that action may be taken purely on the basis of expediency. There is a possibility that people may be stampeded. A planned program should be followed during the transitional period to avoid impairing operations during the long range postwar years.

The needs of the market will determine the printing equipment of the future. Printing equipment is a capital investment—it must have a profitable life over a period of years.

HARRIS • SEYBOLD • POTTER COMPANY

HARRIS DIVISION

CLEVELAND 5, OHIO

Manufacturers of

OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY



SEYBOLD DIVISION

DAYTON 47, OHIO

Manufacturers of

PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

partnership, corporation, or association.

It is at least a good start, although there may have to be some amendments. Readers of *The Reporter* can help by writing to their Congressmen about the franking situation.

* * *

Incidentally, the newspapers in the 29th Congressional District of New York have given plenty of publicity to the misuse of the franking privilege by Representative Harold Knutson. He allowed 180,000 copies of Hamilton Fish's farewell address to be mailed under the Knutson frank. Copies were mailed, not only to Fish's former district (now represented by Augustus Bennet) but to spots all over the country.

* * *

Another "spare time" job of *this reporter* during the month of April . . . has been the study of all subversive literature coming through the mail, working against Dumbarton Oaks, Bretton Woods and the San Francisco Security Conference. Those of you who want to keep the mail clean would be distinctly shocked to read the material examined this past month. All the old established disruptionists have been busy. The campaigners are even more active than in pre-war days. Tons of vicious material are being dumped into the mails. With the help of the Friends of Democracy and other organizations we have prepared, a complete portfolio of evidence for the three departments of the Government most directly concerned. Under our present laws, there seems to be no way of stopping this campaign. But the spotlight of publicity might do the trick.

* * *

In spite of all the unhealthy material in the mails . . . Direct Mail is showing very healthy signs. The Direct Mail Advertising Association added 202 new members during the first four months of 1945. It now has the largest membership roll since the boom days of Direct Mail back in 1924 and 1925. And incidentally, the Association is in its most healthy financial condition.

* * *

Best attention getter of the month: We received in the mail a Regent cigarette box with a wrapper pasted around it, but the ends open. Wrap-

per addressed and stamped. You can imagine how quickly that package was opened, expecting cigarettes. But inside, a letter from Gridley Adams who has complained at times that we don't pay enough attention to his mail. This time his letter received first attention, and in itself is worthy of reproduction:

My dear Hoke: You have, time and oft, warned direct mailers of the fact that postal clerks read the inscriptions on envelopes from the bottom up. Today I received a mailing piece, addressed by stencil, reading:

Boo-Boo Company,
149 East 37th St.,
New York City 16, N. Y.
Attention Gridley Adams.

Now, no postal clerk gives a hoop-in-hell who Gridley Adams is; what he looks for first, **AND LAST!** is the "N. Y." So, Henry Hoke, keep up your plugging, in order that mailings may the sooner reach their respective addressees.

* * *

Several folks sent us a new item for the "horrible example" file. First page of a folder from Rochester, New York, reads as follows:

for

SURVEYS
ARTICLES
INTERVIEWS
MARKET ANALYSIS
CONSUMER RESEARCH
ECONOMIC STUDIES & TRENDS

Hire an Irishman . . .
(Need I say more?)

We still don't know what to make of it. What's the catch?

* * *

In case anyone wants to know . . . there is no connection whatsoever between "Mail Reporter Magazine" or the "Reporter Digest" and this REPORTER of Direct Mail Advertising. A newspaper style monthly under either one of the above two names has been started in Los Angeles, California. It is a typical mail order promotion sheet. We understand that several REPORTER subscribers have kicked about the similarity of names.

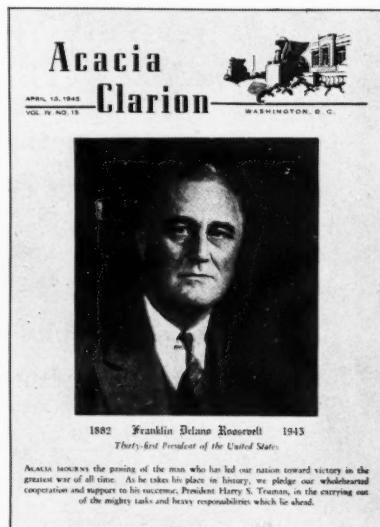
* * *

Congratulations again to the Schable Company, Cincinnati 4, Ohio, for its four page folder entitled "Why We Can't Handle More

Business." It tells all about the recent flood there in Ohio and the two inside pages give illustrations of the conditions in the plant. One swell shot shows the President, Plant Superintendent and Chief Engineer inspecting part of the inside of the factory in a row boat.

* * *

Congratulations to the editor of "Acacia Clarion," house magazine of the Acacia Mutual Life Insurance Company, Washington, D. C. The April issue (Vol. 4, No. 15) was mailed on April 13, 1945, and we reproduce the front cover, as an illustration of quick and effective work.



L. D. Clark of Kansas City sends us an extraordinary milestone in the baby chick advertising business. At last . . . a hatchery advertising piece without a photograph of a fowl or a flock of chickens. Creator Clark finally found a hatchery man (Crawford Hatcheries, St. Joseph, Missouri) who would use this "wild dream." The 8 page, 8½" x 11" two color circular talks about chicks, chickens and eggs, but all illustrations are in cartoon style. It looks good . . . and different.

* * *

We have been interested in our recent correspondence with Herman Wolf, who was formerly head of the Campaign Division of Labor-Management Section of the War Production Board in Washington. Herman has now moved out to Wichita, Kansas, and is secretary-treasurer

THERE WILL BE PLENTY OF GOOD GASOLINE IN 2044

NEW HORIZONS FOR OIL

"Type suggests the mood"

ATF

SHADOW
Lydian Cursive
STENCIL
Kaufmann Bold
BALLOON EXTRABOLD
Garamond and Italic

"The articles in our external house organ, ETHYL NEWS, have varying moods. We try to express the dominant character of each by the display type used for the heading. Shadow has been especially adaptable. It has just the modern dignity we want for articles that forecast the future. It is crisp, yet airy; is firm . . . with a lift. Its two-tone effect makes it capable of a number of interesting variations, as the examples shown here demonstrate. In a similar way, many ATF types have served our purpose . . . Kaufmann, the Lydians, Balloon, Stencil, and others."

AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey

A copy of the ATF Red Book of types, or single page showings of individual faces including the complete alphabets, will be sent gladly if requested on your letter-head. The following are the types mentioned or used in this advertisement.

SHADOW
Lydian Cursive
STENCIL
Kaufmann Bold
BALLOON EXTRABOLD
Garamond and Italic

of the Dymaxion Dwelling Machines, Inc. He has us all in a dither about the promotion plans for a fabulous type of postwar home where the central unit contains all the home appliances and is prefabricated for quick local construction. That will be a Direct Mail campaign to watch.

* * *

We still get the greatest kick out of life from getting letters from the boys overseas. Here's one of the best received during April, and we will wind up our rambling report for the month with it:

April 19, 1945

Dear Sir:

I have just finished reading your report on the propaganda scheme carried on in the United States. It startled me to find out that such a thing has been allowed to flourish. I agree with you that unless it is stopped, our fight will have been in vain.

When I first received the copy of "Black Mail" I talked with some of my buddies about their experience while in college. I was surprised to find out that they had received such letters as you've described. Also there were books which they received.

The book is now in demand by the fellows. I am passing it around so that the men here, whenever they can, can read the report which you have put together in a readable form. In foxholes, by candle or flashlight is the way they can read, but they want to know the facts of such a propaganda so they will read it.

Thank you, sir, for sending me the book. It is a "must read" book for all Americans.

We are in Italy, and in action. We are grateful to know that there is a person like you looking out for our interest on the home front.

I remain,

Pfc. William J. Otani.

A certain newspaper that makes a practice of answering inquiries from readers received this one: "Please tell me what is the matter with my chickens. They go to roost apparently well. The next morning we find one or two on their backs on the floor, stiff, combs white, and their feet in the air."

It was the editor's busy day, so this is what the reader received: "Dear Sir: Your chickens are dead."

From Bruce Magazine,
h.m. of E. L. Bruce Co.,
Memphis, Tenn.

Another Report on

COLLECTION LETTERS

Dear Mr. Hoke:

I told Mr. Clarence E. Wolfinger, Credit Manager of Lit Bros. how much I enjoyed his "Better Letters" article which you reproduced in the March Reporter. This article prompted me to send you another collection letter.

It is an adaption of one of three cartoon sales promotion letters mailed by the Philadelphia Surgical Company, which were reproduced in the American Surgical Trade Association Journal (May 1944 issue). I secured permission to use it from Geo. McConnell with extremely satisfactory results.

It brought a few orders (with cash) which I didn't expect to receive, and lots of checks which I hoped for, and included one for \$73.50 in settlement of a 1937 account.

Perhaps this will help you to give someone else other ideas along the same lines.

Sincerely yours,

Harry J. Beard
Collection Manager for
J. B. Lippincott Company,
East Washington Square,
Philadelphia 5, Pa.

CABLE ADDRESS
Lippco, Philadelphia



J. B. LIPPINCOTT COMPANY
Publishers Since 1792

PHILADELPHIA • NEW YORK • CHICAGO • LONDON • TORONTO

East Washington Square
Philadelphia 5, Pa.

IN REPLY PLEASE REFER TO
THESE INITIALS: H. J. B.

Dear Dr.

Cartoon ----- an amusing picture ----- (sometimes!)

Here's one -----



So -- you will find enclosed a circular and order blank! Perhaps you also delayed payment of your account of \$ for the same reason.

Send it all in together in the courtesy envelope enclosed. Let's lick this and continue to help each other.

Thank you!

Yours truly,
J. B. LIPPINCOTT COMPANY
Collection Manager

HJB:bk

P. S. To insure proper credit please return this letter with your payment.

EXPLANATION OF OUR COVER ILLUSTRATION

The following letter does all the explaining:

April 26, 1945

Dear Henry:

In an issue of "The Reporter" some three or four months ago, you quoted a letter from William Feather in which he commented on the fact that more people might write the right kind of letters to the boys in the service if they could just think of something to write about. He also suggested that here was an opportunity for somebody to do something constructive, possibly in the way of an advertisement.

We thought the idea so good that we suggested such an advertisement to our client, Richard Hudnut. They approved the idea and as a result, the accompanying advertisement will appear in early issues of several magazines.

Our thanks to you for publishing William Feather's excellent original suggestion in your good paper where we would be sure to see it.

With personal good wishes,

G. Lynn Sumner, President
The G. Lynn Sumner Company, Inc.
444 Madison Avenue,
New York 22, N. Y.

Reporter's Note: Thanks to Lynn Sumner and to his client for their effective cooperation in promoting an essential wartime Direct Mail campaign. The Hudnut check list is "tops." It should be reproduced many times and should be distributed widely. How about getting such a summary in miniature pamphlet form enclosed in all cosmetic packages?

A salesman making a two weeks' stay in town, brought some limburger cheese to eat in his room. When he got ready to leave, he still had about half the cheese left. He didn't want to pack it in his luggage nor did he want to leave it lying in the room. After puzzling for a time, he had a bright idea. He went over to the windowsill, carefully removed a plant from its pot, buried the cheese and replaced the plant. A few days later he received a telegram from the hotel: "We give up, where did you put it?"

From *The Line, h.m. of Line Material Company, Milwaukee 1, Wisconsin.*

THE REPORTER



Office Managers want results!

In these days of complicated business procedure, it is important to select the right paper for correspondence, reports and office records. Realizing this fact, office managers specify

EAGLE-A ACCEPTANCE BOND

the 50% Cotton Content grade that is an "odds on" favorite with Printers, Lithographers, Engravers and Stationers — men who *know* paper.

Eagle-A Acceptance Bond is available in Substance 13 and 16 in White, Ivory and six colors, and in Substance 11, White, for lightweight records, Air Mail and general office use.

The Eagle-A Acceptance Group also includes Eagle-A Acceptance Record-Ledger and Eagle-A Acceptance Index Bristol.

Eagle-A Boxed Typewriter Papers include Eagle-A Acceptance Bond

EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE, MASSACHUSETTS

Playing

POST OFFICE

by EDWARD N. MAYER, JR.
New York City

Don't stop me if you've read this one. It's an editorial from the Chicago Tribune April 24, 1945:

SECOND CLASS POSTAGE

"Various state press associations are organizing opposition to a proposal to increase second class postal rates. The Virginia Press association has taken a lead in the movement.

"It has frequently been contended that the second class rates amount to a subsidy to newspapers. The TRIBUNE has said frequently in the past that if the second class rate is a subsidy, we don't want it. No newspaper can expect to retain its full freedom of expression if it is indebted to government for anything.

"It has never been established, however, that the second class is a subsidy because there has never been an acceptable accounting. The most useful service that the various press associations opposing the proposed postal increase could perform would be to prevail upon Congress to order a just accounting of the cost of handling such mail.

"The accounting rules should take into consideration the fact that the service accorded is also second class. Second class mail is denied many of the privileges and priorities given letter mail. It would also be unfair to figure cost on the basis of weight handled. Railroads don't charge the same freight for such bulky commodities as coal or gravel as they do for more expensive goods.

"If a fair accounting shows that second class mail is actually receiving a subsidy, the rate should be increased. The very fact that many publications use other means of distribution for part of their circulation would indicate that in some instances the second class rates are already too high, on a competitive basis."

Far be it from us to argue with the TRIBUNE, BUT . . . (1) it has been established from cost ascertainment reports of the Post Office Department (ever since the first one appeared back in 1926) that second class mail costs do exceed revenues. Now you (and the TRIBUNE) may argue with the methods used to arrive at these costs—but you can't get away from the fact that no system can be so bad as to permit mistakes that show costs approximately four times the revenues received.

The latest figures (for the year ending March 31, 1944) (and both W. B. Dickenson & Co. and Ernst & Ernst has approved the Cost Ascertainment System on which they are based) show a loss of \$98,984,000. This represents about four times the revenues and that ratio has been pretty constant for many years.

(2) Congress has ordered the "just" report the TRIBUNE wants made. In fact maybe the TRIBUNE'S Washington reporter was too busy doing other things back in 1942, when Postmaster General Walker asked for, and Congress voted him the necessary funds to employ C. A. Heiss, former member of the I. C. C. and an outstanding authority on costs and rate making, to make the report.

(3) The service is anything but "second class." Any tyro can find, without too much effort, that "second class" mail is handled to all intents and purposes with the same speed and dispatch as "letter" mail. In fact there are many cases on record where second class mail has been delivered faster than first class.

(4) Second class mail should receive a subsidy. And here's where we get our biggest laugh. The report that the TRIBUNE wants made (and which has been made) agrees that second class should not have a subsidy. We quote from pages 19 and 20 of Mr. Heiss's re-

port to Postmaster General Walker dated December 29, 1944:

" . . . the desire for far flung 'dissemination of information of a public character, or the requirement that it be devoted to literature, the sciences, arts, or some special industry' (Act of March 3, 1879) influenced at an early date the fixing of rates materially below cost—a level which has been continued to the present time, with heavy drains on other users of the mail service or on the United States Treasury. The purposes served originally by this concession in rates to mailers of second class matter, when newspapers and periodicals were the principal media for disseminating information, is now in considerable measure also being served by other media, e.g., radio broadcasting and communication companies and moving picture houses. Much of the advertising portion of mail matter now sent as second class by these publications is issued with a distinct profit motive. While a large percentage of the publications accorded second class rating under the Act of March 3, 1879, perform a real public service (a purpose which is implied in their existence), there are a considerable number of others which now can claim and receive the rating under the Act that fail to meet the high standards which the Congress apparently had in mind sixty-five years ago for that class when its action made possible rates materially below the cost of handling and delivery.

"Considering all of these factors, and taking into account the greatly improved printing presses and paper manufacturing processes, and with the publishing industry no longer in its infancy, there would not appear to be material justification for the continuation of a government subsidy—rather the approximate recovery ultimately of costs incurred by the Postal Service for

handling this class of mail should receive its serious consideration."

But we can't agree. Undoubtedly the present rate structure is wrong and should be changed, but certain publications deserve special consideration and all (yes, even the TRIBUNE) deserve some. Maybe the radio and the movies have taken away some of the reasons why newspapers and magazines were granted such low rates—and maybe advertising is carried to make a profit but—and it's a mighty big but—this country depends on and will continue to depend on the written word for its education and information and should be more than willing to help pay the freight.

And if advertising makes a profit for the publication—it makes a profit for the Post Office, too. Many of the advertisements start the same chain of events that is started by a sales letter or a mail order catalogue—an order by first class mail, a shipment of merchandise by fourth class mail and bill and payment by first class.

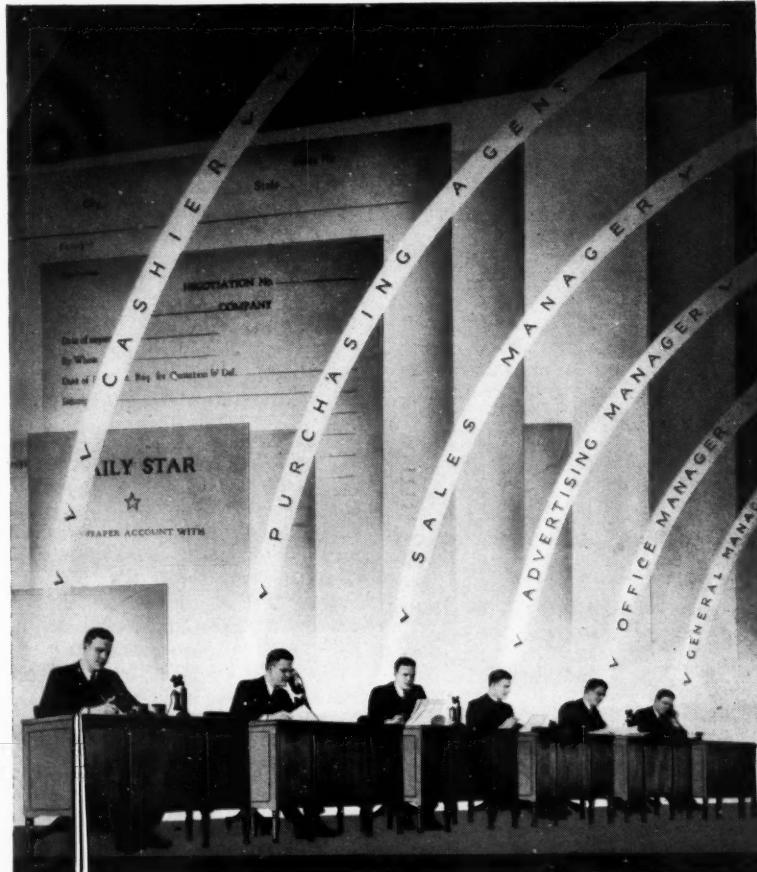
No, our argument with both Mr. Heiss and the TRIBUNE is that the Postal Service is an inter-related service—that one rate governs the others—that the press deserves some subsidy and the mail used to sell (2nd, 3rd and 4th class catalogue) should be given if not a subsidy, at least credit in cost ascertainment for the postal revenue it generates.

The sooner the Post Office and Congress decide to consider all classes of mail whenever they decide to tinker with rates—the sooner we'll have a logical and "just" schedule that will take into account not only pure cost factors but also common sense business practice!!!

* * *

H. R. 2502, the bill which provides for increases in 4th class rates, is now on the House calendar. It is quite possible it will come up for a vote in the next few days. If it does pass, it goes to the Senate. Maybe that august body will be more amenable to a discussion of all Postal Rates in one and the same bill. It will pay dividends later if you write your Senator now explaining that you do not object to fair and equitable rates but do object to piecemeal legislation that overlooks the fundamental fact that

THE REPORTER



War has proved that envelopes are *essential* — as couriers, expeditors, protectors of work and goods. War has found new ways to employ envelopes . . . added new styles, sizes, materials . . . *War has first call* . . . We who manufacture, sell, print and use envelopes must conserve and share . . . but we can think and plan toward the day when the best in style and paper will again be available to help us toward a lasting and prosperous Peace.



**UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS**

all rates are inter-related and should be considered as a unit!!!

* * *

There must be a moral—or a pun in this item from the wires of the Associated Press:

Mail Stage Robbed for Second Time

Mojave, Calif., April 23.—For the second time in less than a month, the Trona-Mojave mail stage was held up yesterday. The highwaymen bound and gagged the driver of the truck, escaping in an automobile with an undetermined amount of mail. Deputy Sheriff Tom Hildreth said the robbers struck at the same stage, time and place as before.

Reporter's Note: It is my opinion, after hearing years of arguments, that Ed Mayer has given you the clearest and fairest explanation of the 2nd Class Rate tangle ever put down on paper.

CURIOSITY CAMPAIGN

Dear Mr. Hoke:

Here is one that gets a response from those of my friends who can't seem to find time to answer my letters.

I send them one word a day, that's all, just a single word, on a penny postal. Instead of sending a card asking, "Did you lose your pencil?" or anything else, I mail a card with nothing but "Did" on it the first day, then one with "you" the next day, and so on until the sentence is completed.

It seems that one can say a lot of things this way that he wouldn't dare put into a complete sentence. Of course a group of words or a sentence can be used in the same manner.

What do you think of this way of creating interest?

Very truly,

Bill Lamme,
LaClede, Missouri.

Reporter's Note: Trick campaigns like above were popular back around 1925. Perhaps the idea can be revived in suitable cases. We'll bet, however, that Harry Beard of Lippincott Company, Philadelphia, picks up this item for adoption in collecting past due accounts. (Warning: Watch out for postal laws . . . you can't "dun" people publicly on a postal card.)

U.T.A. Meeting Paves Way for a United Printing Industry

By unanimous vote, the United Typothetae of America has adopted the By-Laws revision worked out by a Task Committee representing both the Joint Committee on Government Relations of the Commercial Printing Industry and the U.T.A., thus paving the way for a long-sought overall national association for the printing industry.

At a special meeting held at the William Penn Hotel in Pittsburgh, April 25-26, U.T.A.'s membership and Board of Directors, in addition adopted the equitable dues structure for affiliated local, state and regional Graphic Arts Associations that was prepared by a special Sub-Committee on Finance and recommended by the joint Task Committee. No change was made in dues for individual direct members.

A resolution was adopted authorizing a special meeting of the association's membership at the earliest date consistent with New York State corporation law (U.T.A. is a New York corporation) for the purpose of voting on the change of name from United Typothetae of America to Printing Industry of America, Inc.

U.T.A.'s present officers—Harold W. Hill, President; Fred E. Little,

Arthur A. Wetzel, William G. Simpson, Rollie W. Bradford and Harry F. Ambrose, Vice-Presidents; Donald L. Boyd, Treasurer; and James F. Cockrell, Management Committee Chairman—will, by resolution of the Pittsburgh meeting, continue in office until the next annual meeting of the association which was moved forward two months and tentatively scheduled for late September in order that the final setting up of Printing Industry of America, Inc. can be accomplished at the earliest possible date under the amended By-Laws.

This action culminated a number of years of hard work and effort on the part of printing industry leaders to bring together in one strong and effective national organization on a purely democratic basis the principal groups in the industry.

With all the major obstacles now cleared away it is anticipated that by late summer the printing industry will have the strong national association that has been so long awaited with an increased membership and budget sufficiently large to do an effective job for the commercial printing industry. The headquarters of P.I.A. will be at the present address of the United Typothetae of America in Washington.

IMAGINE THIS?

One of our scouts in the west has just sent us another exhibit to be added to the "Chamber of Horrors." The following personal letter was actually dispatched by a certain steel company to a manufacturer of war equipment. We eliminate the identifying names.

Blank Blank Company
Street Address
Blank City, State
Attention: Purchasing Agent
Gentlemen:

I am somewhat disappointed in not receiving an answer to letters I have been sending you the last sixty days relative to supplying you with some of your sheet steel requirements. It would please me very much if you would let me have a reply advising me why I have not heard from you.

Can it be that the lists of material that you have been receiving from us do not fit into your production schedule, or are you not using sheet steel at all? If you are using sheet steel, I know that we can be of great assistance to you in supplying your needs as we have one of the largest stocks of standard sizes and gauges in Hot Rolled, Pickled, Cold Rolled, Galvanized, Terne and Black Plate.

I trust you will grant me the above request so that I can be governed accordingly.

Very truly yours,

Blank Steel Company
(Signed by an executive)

Reporter's Note: The writer of that letter certainly needs a course of lessons in courtesy, salesmanship and letter writing. Or maybe he should give up entirely.

MINUTE CHATS

NATIONAL SURETY'S

Minute Chat



During the depression, many merchants and owners of business property dropped their . . . plate glass insurance.

In recent years, the rates on plate glass have been . . . substantially reduced.

Now is the time to get this business back on your books. Talk to your merchants and the owners of business property about . . . plate glass insurance . . . Today.

We will be glad to send you a specimen of the policy, rates, applications and our advertising pieces. Just complete and mail the attached (no postage required) card.

We have friendly interest in your Business.

Dear Henry:

Your "Reporter's Note" on double or triple postcards (March issue, page 10) prompts me to send you the enclosed, which we are sending to selected lists of agents prepared by our Service Offices and General Agents.

Limited manpower makes it impossible to call on many agents, and these cards keep us in touch with them.

W. J. Purcell,
National Surety Corp.,
4 Albany Street
New York 6, N. Y.

Reporter's Note: Enjoyed reading the series of twelve double postal cards (Government 2c). Minute Chats are well written. Inquiry form appears on the attached return card.

DESCRIPTION OF LETTER SHOP (to employees)

Recently our old (but still agile) friend, Horace Nahm, who runs a glamorized "letter shop," mailed an unusual form letter to all his customers (and prospects, naturally). He enclosed what purported to be a copy of a message given to all new Hooven employees. The letter told a plausible story . . . that a customer going through the plant one day saw this sheet, read it, liked it and suggested that it should be shown to every customer.

THE REPORTER

Horace says in his letter:

Frankly, I don't know which part of this message interested him particularly, but because it does represent an attempt to give a rapid fire introduction to a new person in our organization, and tells as many things as we could tell in one page, I thought I'd take his suggestion and mail it out.

I don't think it is a model of suitable material to hand to new employees but I do know it has been helpful to us, and if by any chance you could get a useful idea out of it I'd be more than pleased. And, of course, if you read it perhaps you'll understand a little more about our business and we'd be glad if that happened, too.

Well . . . we liked the message, too! So, we will squeeze enough room to reprint it. A good explanation of the letter shop business. Should be interesting to all Direct Mail people.

A Message from the Old Members of the Organization of Hooven Letters, Inc., to New Members

Now that you are working for Hooven Letters, Incorporated, a twenty-eight year old organization, here are a few of the facts about us we would like to have you know and appreciate.

First—what we do . . .

We are what is usually called a letter service organization. Note that word "Service." It's the keynote of our business.

Ours is a business of reproducing letters—Hooven Automatically Typewritten letters, Nahmco Process and Multigraphed Filled in letters. Our customers refer to us as their Typing and Mailing Department. Actually we function as such since we can, if desired, address his envelopes, reproduce his letters in any quantity, sign with individual facsimile signatures, print or photo-offset his enclosures, fold, insert the letter in the envelope, seal, stamp and mail, thus relieving our customer of all details in connection with his mailing.

Second—who we serve . . .

We serve any business that makes use of the mails and that takes in just about every kind of business there is.

We serve charitable organizations who seek to raise funds for their various activities; fraternal, social, educational, religious and business organizations who seek funds and members; manufacturers of tangible and intangible products; service organizations, advertising and financial organizations, publishers. In short, any producer or distributor of any product or service that can use the mail

to present a dignified, forceful personal presentation of its product or service to its customers and prospective customers.

This can be said.

There exists a proved need for our type of organization from every part of the business and social world, and Hooven Letters, Incorporated, renders a real, genuinely useful and constructive service in filling this need.

Third—how we serve . . .

Generally speaking, the desire of our customers is speed, accuracy and intelligent cooperation. Hooven Letters, Incorporated, has built a reputation for just those qualifications. As you may know, we have more Hooven Automatic Typewriters than any firm in the United States and so can handle the largest of mailing jobs. Actually we have handled as many as 150,000 Hooven letters individually signed by our forgers and mailings of 50,000 and more are common. The majority of our business though is the smaller jobs and we must give these smaller jobs the same careful attention to detail.

In this business of ours, we hold that the customer is not always right. Our biggest job is to make sure that he is right and to check every detail of his letters, his list, his material for possible mistakes.

We of Hooven take genuine pride in our work. Our business of Direct Mail is "big" business, well up to the top of the list in number of employees and amount of money involved.

About speed in typing . . .

Since our product is typewriter addressing or filling in letters in the Typing Department, and our entire direct cost is the typist's time—a certain rate of production per hour is necessary to keep our costs within an allowable range.

But we never sacrifice accuracy for speed.

Today, particularly with sales forces short of men and traveling increasingly difficult, the need of our particular type of service becomes greater.

We can do our part by holding to that standard of service our customers expect of us. We invite you to know and to join in maintaining that standard.

Letter from a sailor to his parents back home says, "I enlisted in the navy because I liked the way they kept the ships so nice and clean. Now I know who keeps them that way."

*From Inspiration,
h.m. of Filmack Trailer Co.,
Chicago 5, Ill.*

Frank Egner Gets Hot

Mail Order Selling to Boost Peace-Time Prosperity

Peace-time prosperity in this country depends upon keeping the rate of production up to the wartime rate of production, or as near it as possible. **Profitable production depends upon mass sale.** Never before in this country have we sold enough goods to keep our production rate up to the peaks it has reached in these war years. Yet we must do that or face economic and social disintegration.

How to Increase Sales

How are we to secure this enormous increase in sales which is necessary? Obviously we must use all possible means of selling—we must use to the limits of our ingenuity personal selling, newspaper and periodical advertising, radio, television, point-of-sale display, car cards, direct-mail and mail order. No single means may be omitted or carelessly disregarded. Every last bit of our energy, of our imagination, of our know-how must go into this job of creating vastly greater sales volume—or our whole material progress, the whole miracle of our technological success will taste like ashes in our mouths. Our production geniuses have shown us what they can do when they have mass demand—are we Salespeople to admit to them that our ability in our field is far below their ability in their field?

Every person even on the fringe of selling or advertising is concerned in this responsibility. On us rests the future of our organization as we know it. Are we all tinglingly aware of this every waking hour of every day?

Sales Mean Jobs!

We hear people talking glibly about "the boys when they come home must have jobs and we must provide them." But how can we provide them with worthwhile jobs unless we get sales? What is the good of a job that may fold up under a fellow six months or a year after he gets it? The real problem is seeing to it that our production

Reporter's Note: Frank Egner, Vice President of the McGraw-Hill Book Company, New York City, is well known to all Direct Mail people,—as a writer, and lecturer and crusader for better Direct Mail and Mail Order technique. The April issue of "Envelope Economies" house magazine of the Tension Envelope Corporation, was devoted entirely to Mail Order. The guest editor was Frank Egner. By permission, we reprint the good advice given.

machinery has such demands upon it that **peak production is assured.** And that means sales—and sales—and sales!

We advertising and selling people must coax, we must snare, we must in a sense, **bludgeon folks into spending money—so that they may continue to have money to spend.** If we do not succeed in accomplishing this, the government will be forced to take the money from the people who have it, then gradually **production means will have to be taken over by the state**—then gradually all of us will be given the **necessities** of life that a politically operated production machinery can meagerly supply. Then will have gone from us the divine right that is ours as free Americans.

We Must "Get Hot"

Some of you readers may think the writer is too violent—too hot. A mild little Boston minister once said to William Lloyd Garrison, "Mr. Garrison, on this abolition question you lose perspective, you get too hot!" "Too hot," fumed Garrison, "I have to get hot to melt the icebergs around me!"

We mail order people have got to "get hot." We have one of the greatest opportunities in this Herculean job. So few businesses have now a mail order department. Every business must have a mail order department to supplement the efforts of its salesmen, to act as a closer to prospects attracted by advertising, to be the follow-up boy for every branch of selling.

More Mail Order Departments Needed

Even if I were a retailer, I would have a mail order department. Even if I were a manufacturer with the most expert sales force and distribution system in the world, I would have a mail order department. If I sold yachts or if I sold peanuts, I would have a mail order department. No single business of any size can omit any form of selling in the period ahead. We must sell—and sell—and sell!

The function of a capitalist is the taking of risks. By the same token the function of a capitalistic business system is the taking of risks. Let us advertising and selling people—**us mail order people** take the risk of reaching for unprecedented volume. I am confident—in the light of war-taught experience—that the risk will be justified.

We mail order people must reach into the very last pocketbook in the country and coax the dollars out. How can we do more than we have been doing?

How Can We Make Mail Order More Efficient

1. By better copy—A Negro preacher says: "I makes 'em feel the fire—I makes 'em hear the harps." So must we. We must get more brains into our copy—more imagination—more understanding of what makes people buy. Thirty years ago the number of high school graduates in this country was pitifully small in comparison to the total population. Do we copywriters realize that today there are more college graduates than there were high school graduates thirty years ago? That statistic has significance in the writing of copy.

2. By searching out the forgotten prospect—You have listened to pertinent discussions on mailing lists. Constant vigilance—real imagination is needed to search out the forgotten prospect. You'd be surprised how many people right in your own market are unfamiliar with your firm, with your product. Find those forgotten men. You'd be surprised how little direct mail most indi-

viduals receive, either at home or in the office.

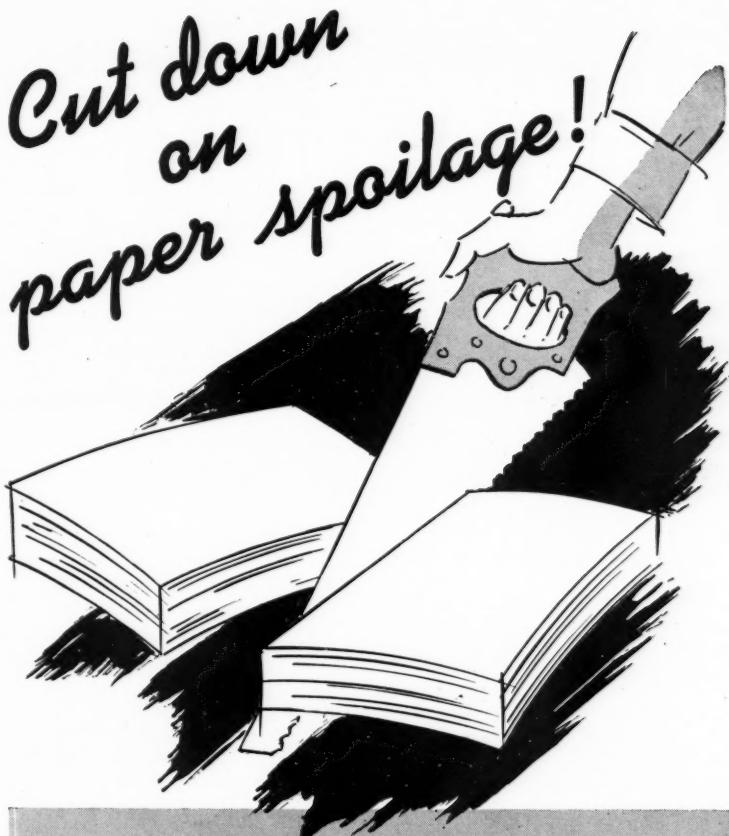
3. By demonstrating new uses of a product—Few mail order men can confidently claim to know the full uses of their products. We don't get away from our desks enough. If you can't talk with your customers, write them, survey them, questionnaire them. Find out how and when and where and why they use your product.

4. By making use of the time-tested techniques by mail order—The simple principles of mail order have been written and talked about ad nauseam. The need for the benefit-promising lead-in, the provision of a personal motive for buying, the emotional appeal backed up by the reason-why copy for rationalization, the success story, the definite action inducement—these are all so familiar to us that we are apt to be contemptuous of them. **We neglect them to our peril.**

5. By fitting our material into current molds—Mail order selling to be effective must keep in style. Folks become attracted to some new form, accept it, take it to their bosoms. **Fit your appeal into that form.** An example: The Kiplinger letter bulletin has become so universally accepted that many alert advertisers including leading advertising firms, have adapted it to their own selling purpose. This is only one form. There are many others. Our imaginations are too puny when we come to write a selling campaign. **Let's get out of all ruts that keep our volume down.**

Of course, there is also the matter of eye-appeal or sex appeal, whatever you may call it, and this makes important the costume in which your direct-mail—or mail order selling makes its appearance before your prospective customer. In other words, the envelope you use to mail your campaign is important. Color, style, design, all play a part, and all are important. BUT above all we need more creative imagination in our planning—we need sound structure, and through it we must play the searchlight of our wits. We who produce direct-mail advertising have only our wits to sell. It is our wits which we must enlist in the battle for peace-time prosperity which means, in truth, the preservation of the American Way.

THE REPORTER



USE MERCURY PRODUCTS

MERCURY-LITH ROLLERS for multilithing machines

You'll be surprised at the improvement this roller will make in your reproductions. They are custom-built of the same materials used in our huge lithographic rollers, which may cost hundreds of dollars. Yet the Mercury-Lith roller for your machine costs no more than ordinary rollers!

MERCURY-LITH BLANKETS for multilithing machines

This luxury blanket is identical, except for size, with the magnificent blankets we produce for full-color lithography on the mighty presses of the nation's most famous lithographing plants. Naturally the performance is exceptional. Mercury-Lith blankets are cut to fit your press just right. The cost? You pay no premium.

MERCURY-LITH GRAPH ROLLERS for multigraphing machines

You'll be mighty proud of the clear, snappy copies you run with the aid of this improved multigraphing roller. You'll find it saves you time, too—for these rollers shorten "makeready" time, and are easier to wash.

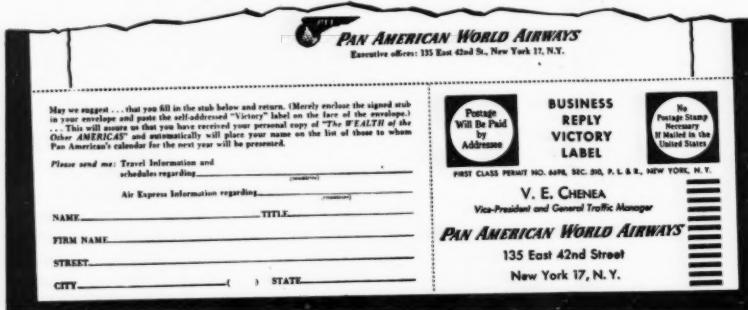
Buy direct from the largest plant devoted solely to rollers & blankets for the graphic arts

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

D. M. Rapport
President

Getting "Returns" From a Calendar



Response to "The Wealth of the Other Americas," the unusual 1945 calendar of Pan American World Airways, has been spectacular.

The Advertising Department of Pan American adopted a different (and apparently very successful) method of determining public reaction to this beautiful Direct Mail piece.

Attached to the bottom of a general covering letter accompanying each calendar was a form reply slip. (See reproduction.)

The recipient was thus enabled to acknowledge receipt of the calendar and request additional information on Pan American services at the same time. The reply slip had a Victory Reply Label printed next to it to facilitate responses.

To date, 50,000 copies of the cal-

endar have been mailed by PAA and 7,427 reply labels received—a high percentage for this type of mailing.

In addition, the calendar has elicited more than 500 letters of commendation from all parts of the U. S. and points abroad, plus almost 1,000 requests for additional copies of the calendar.

The calendar is devoted to the strengthening of business relations between Western Hemisphere nations and the broadening of inter-American understanding.

With full-color animated maps and photographs, as well as words, the calendar graphically illustrates and describes the wonderland that is Latin America—a vast area $2\frac{1}{2}$ times the size of the continental United States, and the home of 130,000,000 Good Neighbors—equal to the total U. S. population.

Likes Acknowledgment Card

The Reporter
17 East 42nd Street,
New York 17, N. Y.

It's just a little thing, but means a lot!

Your post card acknowledging my subscription.

Now, I've ordered other magazines, but no soap.

Your way of doing business wins confidence . . . it's a wise procedure.

Those are some of the things we did, when I was house manager of the Milwaukee Theatre, starting way back in 1923.

In all friendliness
Louis C. Shimon
Box 119
Whitewater, Wisconsin

Reporter's Note: Glad new subscriber Shimon likes our very simple acknowledgment. (Run on penny post card with proof of new cut stencil.) In spite of all the talk of past twenty years, there are still too many organizations which fail to thank new customers for their business. No matter what size the order . . . a three dollar subscription or a ten thousand dollar machine . . . the customer should be thanked.

Thousands are spent for advertising to get customers. When the advertising succeeds . . . careless management muffs the ball by calling the whole thing quits at that point. But let the new customer get behind in his payments . . . then the barrage of letters from the credit

manager starts. We'd like to run a report on this subject. How many readers of *The Reporter* have a more or less standardized "acknowledgment of orders" form? How many of you are willing to send us samples . . . for a round table discussion with possible criticism and suggestions from this reporter?

MORE ABOUT LETTER WRITING

Publishers of collected correspondence seem to be unanimous in their description of letter writing as a "lost art." We wonder why? We seem to get as many as ever of those letters beginning "Unless we receive your remittance within ten days we will be forced to take more drastic action . . ." or "You have been referred to us as a man of discriminating tastes who would appreciate owning our complete set of Dr. Yellyet's Four Rod Shelf . . .".

That letter writing is anything but a "lost" art is evidenced by the 5,464 letters received by Alexander Woolcott during his life and about to be, or already, published in book form.

Oliver Wendell Holmes chalked up some kind of a record for letter writing in his lifetime and William James "took his pen in hand" frequently as did Thomas Jefferson, whose written epistles numbered more than 20,000.

If, as the book publishers would have us believe, "letter writing is a lost art" it certainly is finding itself in these war years. G. I. Joe and his folks at home depend almost entirely on this means of communication. In this connection, may we hope that every one of our readers will heed this rhymed footnote:

Write him often. Send him news.
Stick to optimistic views.
And, if bitter be your cup,
Make a cheerful letter up.

*From HOSPITALity, h.m. of
American Hospital-Medical
Benefit, Detroit, Mich.*

THE REPORTER

FROM CALENDAR TO CATALOG

Here's an interesting report from M. H. Mannion, Advertising Manager, The Frederick Post Company, Box 803, Chicago 90, Illinois. The sample accompanying the report well deserved the description.

I didn't like calendars. I still don't like the salesman personally but I am grateful to the critter.

I went to sleep thinking about how best to liquidate devils who wouldn't take no for an answer and wound up by dreaming about not calendars but of all things catalogs, in fabulous size hanging from the shop and office walls of all our competitors' customers.

What a dream!

That dream has been an operating reality for the past three years.

Every day of the year we receive several, up to three dozen, inquiries and orders on blanks that are cut from the combination wall catalog calendar. The companies are as large and small as American industry. The individuals as tough a bunch for the advertising man, as ever drew on shoe leather—Engineers.

We beat the beautiful model sex lure of most calendars by the sheer weight of practical value—a calendar with numbers that required no adjustment of the eye glasses, numerals $2\frac{1}{4}$ " high—seven to a page—one week—and fifty-two pages for the year—fifty-two pages of our merchandise display—prices and order blanks.

Post Calendar Catalogs are hanging in practically every office and engineering department—Jobbers have bought and paid for over thirty thousand—and our representatives howl for more. We have requests from companies producing calendars of all types for their customers, and use the Post Wall Catalog Calendar in their own office (over five hundred hung in Wright Field last year).

The demand for this type of calendar was acid-tested this year with an offer of the Calendar Catalog with an order. One thousand four hundred and thirty-six orders were received and two hundred and fifty-six sent us a dollar, as they did not need Post type of merchandise.

The hanging size is 17" x 22". This year's top is tough chek stock illustrated by Stanley Ekman and printed in four colors. The fifty-two bottom pages are spiral bound to the top, making a flat book rate mailing piece in contrast to the damaging roll used for most calendars, which take the higher mailing rate.



Phfft... phfft... phfft... phfft—

What goes on here anyway? Merely a modern miss mailing business letters the modern way! With a Postage Meter, which prints a stamp, postmark, and your own advertisement on the envelope, seals the flap... fast as *phfft!* Provides any kind of postage as needed. Protects postage from loss or misuse. Does its own accounting. Quick and convenient, whether you mail a lot or a little. *Metered* mail moves faster in the postoffice, too; needs no facing, no cancelling, no postmark... Tens of thousands are speeding business mail everywhere... Pitney-Bowes made the first, and the most Postage Meters bwp (before war production)... Will make the most, and the best, postwar. Maybe you'd like an illustrated booklet meanwhile? Just write...

Pitney-Bowes POSTAGE METER CO.

2085 Pacific Street, Stamford, Conn.
In Canada: Canadian Postage Meters, Ltd.



Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY
of Boston, Mass.

The proclamation of V-E Day, with its nationwide Thanksgiving and rejoicing, has been of so much importance that any Direct Mail on its way at the time will be inconsequential.

Advance news prepared the public for the announcement so that it did not come as the somber surprise of President Roosevelt's sudden end. The public was so overcome and shocked by the news of the tragic fatality that it listened to the radio, read papers and discussed its significance, but did not feel in a mood to pay much attention to Direct Mail delivered for several days. However, such mail was saved and in many cases acted on later.

Direct Mail results are expected to be affected less by V-E Day than were earlier swings of bad news before and after America entered the war.

During March and April some Mail Sellers who market to prospects in lower income brackets reported results off, due to extra-heavy income tax, early Easter and possible early shifts in employment or uncertainties about such for the future.

How educational should a catalog be?

This year Bay State Nurseries put out a simple one, mostly descriptions and prices, pretty solid in type, with a beautiful cover. Donald D. Wyman comments:

"My experience has been that the catalogs which cost 50c apiece and were the fattest with information were used throughout the country as textbooks but didn't produce orders. This little thing that you can't call 'a catalog' because it's a price list actually does a lot more for us and we don't have to give away our right arm every time we pass one out, either."

The recent freezing weather destroyed apple and other crops of perishables for a number of mail sellers.

Overnight they have to cast about quickly for other items to distribute to their customer lists.

Many a national advertiser cannot afford a local newspaper or radio campaign, but could use Direct Mail to a limited number of highly selective logical, local prospects. Strange that more do not! Properly planned, it would be a talking point and result-builder for the dealer.

This thought is prompted by a campaign from a manufacturer on a fairly scarce specialty—written in human mail order style, an atmospheric 4-page letter with good displays inside.

For the clincher, a brown government postal addressed to the factory reserves one to four units of the item **a month** and gives the name of the prospect's dealer and the consumer. A money back guarantee is featured.

This makes it easy for the prospect to act while he's in the mood and for the factory to use the postals for booking definite orders from dealers and for finding and getting new dealers. The plan is flexible in that it can be focussed on the markets only where sales are needed to be built up. It can be dramatized to be shown in a portfolio to the dealer in advance.

Wonder why more general manufacturers have not discovered the power of Direct Mail to millions of actual mail order buyers with known interests?

The "twilight shift" of high school boys and girls "saved the bacon" for filling orders for the big Chicago catalog houses.

As it is, most of them are somewhat behind their usual fulfillment and probably are forced to return over 25% of orders received. Incidentally, standard refund checks made out as to dollar amount are used to get the money back to the customer. These are used by the thousands.

To speed replies, JACKSON & PERKINDS, Newark, N. Y., uses this slip:

"Your recent communication is being answered this way because of the acute shortage of typewriters and office personnel.

"Instead of your being inconvenienced by the delay our usual personal letter would now involve, we believe you would prefer this temporary method which insures your receiving the desired information promptly.

"We look forward to an early resumption of normal service."

Much better than just being plain slow and not mentioning it!

That was a too realistic "fake" check to dramatize the saving of money on a book in a mailing put out by a New York publisher recently.

To head off large number of the checks being cashed by banks, the company had to shift over in a hurry to a less convincing insert. It had used what looked like bank paper with the amount having the appearance of having been embossed by a check writer.

What happens when you try several pieces of copy against each other and one pulls well on one list and the other on another? If you're lucky, your mass mailing will be adapted the same way.

The smartest mailers fit the copy to the list but some find it impractical to "fine-comb" their mailings to that extent. Ideal when can do!

I've always advocated rather small tests widely diversified and, of course, always to a fair cross section of the list.

But I think I'm leaning now toward somewhat larger tests so that one can get a more conclusive answer.

And more and more I come to the view that testing programs should be kept clearer and simpler. When one tries to test too many things at once, too often the test schedule gets so scrambled that the results do not add up to mean much.

Let's aim for simpler and fewer objectives and really learn something!

Quizzes are popular on the air and in newspapers and magazines . . . but a four-fold mailing piece on the language phone method of learning languages is one of the first I've seen recently in Direct Mail.

The headline is, "SPANISH QUIZ, 3 minutes reading time, opportunity of a lifetime, with questions and answers on why Spanish is popular." The teaser on the outside states, "Opportunitate today not manana."

Evolution of a nursery (horticultural) mail selling program:

First, offered free catalogs, sent out many, couldn't trace sales to more than a part.

Instead of offering catalog, advertising played up a low-cost unit of sale. Actual buyers from these ads bought far more liberally later from catalog, eliminated thousands of children and curiosity-seekers. This made possible a better and more interesting catalog.

Company tried featuring items for Christmas by same plan, found it could get many thousands new customers and then sell them in the spring on garden items.

Result: big increase in customer list and sales.

Add novel services sold by mail: FUN-MASTER GAG FILES, each script with over 100 sure-fire gags, \$1.05 per script, sold by mail to performers touring armed forces.

Just no limit to what can be sold by mail!

You'll agree that most radio programs click because, first of all, they deliver entertainment, news, information—something unselfish—before they try to plug the sponsor's items.

Like the oldtime medicine barker, they give you something first and win your interest and good will before they attempt to make a sale.

More mail order Direct Mail could, and should, do this to advantage.

A recent letter on the "MENU-COOK-BOOK" by Alice Bradley from the Macmillan Company suggests an actual menu for a dinner and gives the detail recipe on the dessert, peach parfait. This is the "unselfish spirit," which convinces and arouses interest of the consumer.

Reader interest in unselfish advertising, as indicated by much wartime experimenting, is astounding.

GOOD RENEWAL LETTER

The writer of this collection letter took advantage of the opportunity to do a neat job of selling at the same time:

Mr. H. B. Joseph,
Shaker Hts., Ohio.

Dear Mr. Joseph:

If we must part, I'm sorry it has to be under a raincloud. But what can we do? We have only eighteen and three-tenths tons of paper a year to distribute among our 9,999 subscribers. It is an overwhelming temptation to distribute it among the subscribers who pay up promptly.

So we must regretfully take on another man in your place, unless you assure us at once with your check that we were merely overlooked in the pressure of things. We'll feel much better if you do.

Because at ninety cents a pound the Bulletin is surely a bargain; cheaper than your tobacco, for example, or your candy. And it lasts a whole year!

Sincerely yours,
Norman A. Hall
Harvard Alumni Bulletin.

Reporter's Note: Again we take a gem from the always good "Wolf Magazine of Letters", h. m. of The Wolf Envelope Co., 1749 E. 22nd St., Cleveland 2, Ohio.

HOW TO INCREASE PROFITS from YOUR OWN MAILING LISTS

Probably your Buyers, Inquirers or Users are on plates or stencils for quick, low-cost running off the names on empty envelopes or stickers. If so, your List can bring you LARGER PROFITS . . . for More Advertising!

You okay proposed users!

Most MOSELY MASS MAILER Clients are entirely non-competitive with you . . . wouldn't hurt your sales or mail response at all. Our Clients will pay you handsomely . . . perhaps thousands of dollars in a year . . . to address to your Lists for them. No sales cost or bother on your part! Write me today all about your lists . . . let's "put our heads together" by letter.

Please write Dept. R-4A.

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY sends the CHECKS!"

LET AHREND BE YOUR "Pooka"

Like "HARVEY"—the most endearing and best known "pooka" of modern times, AHREND can do things for you that no one else can—in direct mail advertising, of course.

If you want top returns in sales and good will—put your Direct Mail Campaigns in the hands of top experts in this specialized field—D. H. AHREND CO.

Like "HARVEY"—we'll stand by you . . . plan for you, work for you, get results for you! After all, we have been turning out successful mail advertising for 53 years . . .

Let AHREND be your "pooka"—the guiding spirit in your advertising campaigns.

D. H. AHREND CO.

52 DUANE ST., NEW YORK 7, N. Y.
WORTH 2-5892

A DIRECT MAIL ROUND TABLE

From now on . . . *The Reporter* will conduct, as often as possible, discussions by mail on specific, troublesome Direct Mail problems. When we receive a question which seems to contain an idea of general interest, we will submit the question to the most qualified experts, and publish a summary of answers. To start the ball rolling, here is Question Number 1.

At the present time we are trying to reach a decision regarding the relative merits of addressed mailing lists compared to rural boxholder mailing.

We are using lists submitted by our dealers. These lists total approximately 75,000 names. Were we to discard the lists and send our advertising to rural boxholders in the territories where our dealers are located, we estimate each mailing would run about 200,000.

In our opinion, mail addressed to rural boxholders, who are all farmers, will not get the attention which a piece does that carries the addressee's name, but, to what extent?

Have you any information on research made on this problem? Could you tell us or direct us to a source where we could get an idea as to what percentage of mail addressed to rural boxholders is opened, or let's put it this way—what percentage of mail is opened which is personally addressed and what is the figure as applied to mail dropped in every box on the rural routes?

Here are summaries of the answers.

From Herbert F. Lewis, Eastern Manager, Direct Mail Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y.

I doubt that there is any authoritative answer to the question submitted by the Farm-Oyl Company concerning the relative merits of rural addressing and personal name addressing.

No doubt, some tests have been made on results, but I would seriously doubt that anyone has ever undertaken to answer the specific question as to "what percentage of mail addressed to rural boxholders is opened as against the percentage which is opened when personally addressed." While most of us would naturally lean toward the person-

ally addressed piece, I think we must admit that there are other factors which would have a greater influence in inducing the recipient to open the piece.

One of these factors would be the use of a message, or perhaps a teaser device, on the address side of the piece. Another factor would be, perhaps, a constant change in the external appearance of the various pieces. It is conceivable that a piece addressed to the boxholder and bearing some such legend as, "This envelope contains a valuable April suggestion for Minnesota farmers" would out-pull an envelope which was personally addressed but which was identified by the corner card as just one more message from the Farm-Oyl Company to a prospect who had previously seen a number of pieces from the same company and had found himself to be not greatly interested.

It seems to me that the whole problem ties up to the question of coverage. The advertiser seems to indicate that he would like to increase his coverage from 75,000 names to 200,000 boxes. If the additional coverage is highly desirable then it would seem to me that he should switch to the rural route form of address and concentrate on stepping up the attention value of the piece. However, he states that the present names were supplied by dealers which suggests that perhaps the mailing piece is imprinted with dealer's name and address. In that case he would have to be sure that his rural routes were allocated to the proper dealer. It is entirely possible that rural routes emanating from Smithville would wander over through the territory normally served by the dealer at Jonesville.

Getting back to the question of the attitude of the recipient, I would say that these rural route boxholders are accustomed to receiving mail addressed to them as boxholders and I doubt that they discount its importance. Undoubtedly in the past they have received boxholder pieces which contained samples which were appreciated; booklets, catalogues, and other Direct Mail pieces which were helpful.

Why not make a test in the territory served by five or ten dealers and check the results in sales.

P.S.—It would not cost very much to make a simple mail survey of the boxholders themselves. Why not a simple letter with a business reply card on which the recipient is asked to answer two questions.

1. Do you throw away any of your mail unopened?

2. Would you be less likely to buy the product as a result of having been addressed as a boxholder instead of personally?

From James M. Mosely, President, Mosely Selective List Service, 38 Newbury Street, Boston 16, Mass.

There is no question at all but what rural boxholder names are economical to handle, from a production point of view. There have been a number of mass mail sellers who, apparently, have used them with satisfaction.

However, a number who actually have tried such lists appear to prefer lists where the actual individual name is given, either on a dealer help list sent in by dealers, or on lists of mail order customers.

For example, "The Country Gentleman" used such boxholders very easily, but instead, it actually prefers and uses in a large way at times, outside lists of customers who are known to be R.F.D. holder people.

You might like to correspond with Mr. C. R. Hillman, Curtis Publishing Company, Independence Square, Philadelphia, Pa., to see what his slant is.

My guess would be that whichever way it is addressed, the mail is opened.

However, you would lose a very big factor in that the names that the dealers send in are more interesting to them than just boxholder names. Therefore, you win more dealer support and you use better names.

Personally, I think that out of my experience in dealer help work, I

would favor sticking with the dealer help names.

From Leonard J. Raymond, President, Dickie-Raymond, Incorporated, 80 Broad Street, Boston 10, Mass.

Wish I could help Mr. Ekstrom of the Farm-Oyl Company, but actually have never seen any tests which would prove anything one way or the other on addressing actual names on R. F. D. routes, or just addressing a piece to the boxholder.

Mr. Ekstrom raised an interesting point, however. He says he can get 75,000 names from his dealers, but if he didn't use these he could distribute 200,000 pieces to boxholders. It would seem rather obvious that **these 75,000 specially selected individual names** would prove more productive than **75,000 distributed just to boxholders**, but what about the added business which would come from the additional 125,000 pieces? Also, there is of course the expense of addressing the individual pieces which is partially offset by a slightly lower percentage of return from boxholders.

This company's real answer is going to lie in a really good test to determine for themselves which works best for them—and what works best for them need not necessarily mean anything to the next fellow. One company's unit of sale or appeal might be such that they would do just as well from individual names or because of more than doubling their distribution of material they would pay out better through boxholders.

If this company makes more than one mailing in a season, they might try the idea of addressing the 75,000 names they have with an individualized appeal, and then as a follow-up shoot out 200,000 pieces to the boxholders. Both the 75,000 mailing and the 200,000 mailing could be tested in quantities of 3,000-4,000 first so they wouldn't be taking any tremendous gamble.

From Robert D. Chase, Advertising Promotion Manager, The Parents' Magazine, 52 Vanderbilt Avenue, New York 17, N. Y., and President of the 100,000,000 Club.

Last Thursday at the 100,000,000 Club luncheon I submitted Mr. Ek-

strom's question and obtained one answer which I think should be useful.

The speaker of the day was recently in charge of advertising for a large well-known fence manufacturer. He was with them for several years. He stated that they made about 6,000,000 mailings per year—most of it to farmers on rural routes. They discovered that they obtained very much better results when they addressed their mailings to individuals by name than when they addressed rural boxholders.

His explanation for this struck me as being very logical. When mailings are sent addressed to individuals by name, a process of quality selection has already taken place to some degree. Such names are obtained either from previous mail order efforts or from tax lists, automobile ownership lists or something similar. Mailings to rural boxholders, however, go to everybody along a route irrespective of financial competence, buying habits or of other qualities which would make them a better prospect. In other words there is a smaller percentage of good prospects among a thousand rural boxholders than among a thousand other farmers whose individual names are known.

From Edward N. Mayer, Jr., President, James Gray, Inc., 216 East 45th Street, New York 17, N. Y.

We've had one case history that may be of interest to Mr. Ekstrom.

One of our national advertisers in attempting to introduce a product to local markets, planned a sampling campaign through the use of redeemable coupons mailed into various districts of his sales territory.

In one particular district we were able to secure a list of farm owners and after the mailing was completed and the results tabulated, we found a redemption return on the coupons of just about 10%.

In practically every other district, being unable to secure individual lists, we used the rural boxholders. The results on redeemed coupons in all of these cases also ran just about 10%.



"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of **right people** . . . people who are **known** to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a **rental** basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

How Many Thousands of NEW MAIL ORDER CUSTOMERS do you want NOW and POST-WAR?

It's later than you think! Planning and testing on outside Mail Buyer-Inquirer-Prospect LISTS for one-time use now will give you a long jump ahead of competition during post-war.

Mass Selling Direct to Consumer Can Bring Large Volume and Profit!

If you have been "buying" New Customers by other mail order methods, look in today to what you can do entirely direct - by - mail to outside SELECTIVE MASS LISTS. We've helped build many an outstanding Specialty Mail Order Success. Perhaps we have a lot "on the ball" to guide you in a large way.

Write in detail to Dept. R-4.

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

I don't believe that this test proves anything very conclusively except that in the case of the advertiser about whom I am speaking, we are no longer making any effort to get lists. Not only is it cheaper to use the boxholders but also we are able to get a much more complete coverage.

Reporter's Note: All of which goes to prove that there is a lot of serious thinking going on in the Direct Mail business. Direct Mail . . . to be effective and resultful . . . requires serious thinking. Serious planning. Careful attention to tests. Careful study of what the other fellow is doing . . . and why.

Readers of *The Reporter* are urged to send us questions. We cannot promise that all will be answered as thoroughly as that of Mr. Ekstrom—but we'll do our best.

SPEAKING OF REPORTS

A brief description of the annual or special reports that reached us during April. Most of the annual reports received here are very good. No longer are they simply cut and dried financial statements. Usually they tell an easy-to-read story about the company, and use a great many photographs to sustain interest. Sometimes the financial statements themselves are given illustrated chart handling, so that even they are interesting enough to read. All of which is certainly a very big step in the right direction.

ANNUAL REPORT FOR THE YEAR OF 1944. Issued by the Cook Paint & Varnish Company, Kansas City 10, Missouri. Size 8½" x 11", 32 pages and cover, plastic binding. A super excellent report. It goes beyond bare financial statistics and presents an intimate glimpse of the facilities and policies of the company. It is different because it adapts the usual side-bound booklet to an unusual end-opening format, which provides vertical double-page spreads throughout the book. Another excellent feature is the arrangement of pages, making it possible to remove the financial report material, and leaving an undated booklet of sales usefulness for several years. Our congratulations to the man who handled production.

REPORT OF THE INSTITUTION FOR THE CHINESE BLIND, 156 Fifth Avenue, New York 10, N. Y. Size 8½" x 11", 16 pages. Attractive basket weave covers in color. Drawings and photographs throughout the book tell the pitiful story of Chinese blind. Copy very well written, and gives a complete picture of the work carried on by the Institution. The financial report is confined to the last three pages. An excellent report, and should do a great deal to further the work of the Institution.

ANNUAL REPORT—of the Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago 14, Illinois. Size 6½" x 9", 24 pages. A two color job, the second color confined to covers and borders throughout the booklet. Stewart-Warner production for military use exclusively, and all photographs show use of equipment in actual combat. Information on the year's activities contained in the letter from the President of the company. Two pages are devoted to a comparative financial statement covering the past ten years. A good job.

SOMETHING NEW IN ANNUAL REPORTS. Issued by the Metropolitan Life Insurance Company, 1 Madison Avenue, New York, N. Y. Size 6" x 8¾", 16 pages and cover. A friendly sort of a report written by Bruce Barton . . . in conversational style and very easy to read. But it manages to get in all the important facts about the company and insurance. Financial statements given on the last four pages. A far cry from the old, "stuffy" insurance reports that were burdened down with charts and figures. Congratulations to Metropolitan and Bruce Barton for their new kind of a report.

IT'S THE LOCAL TOUCH. A report by the Bureau of Advertising of the American Newspaper Publishers Association, 370 Lexington Avenue, New York 17, N. Y. Size 10" x 13", 36 pages. A two color job—and a very excellent one. Solid color backgrounds step up the newspaper clippings and stories. Photograph of village street on inside front cover especially attractive. This special report points out the newspapers local touch in the reporting of news. A swell job.

AS YE SOW. Issued by The Reuben H. Donnelley Corporation, 350 East 22nd Street, Chicago 16, Illinois. Size 9"x 12", 48 pages and stiff cover. Commemorates 80th birthday. Describes and illustrates the twenty odd services of the Donnelley organization. An outstanding promotion book. Takes the reader for a complete tour of the plant, which starts with a swell shot of the front entrance. Copy very well written. A typical Donnelley job,—which means a good job.

MORE ABOUT LETTERS

SO . . . you think we should not keep harping on the subject of better letters? You think most business letters are good enough?

Here's a letter written by the **Sales Manager** of a very prominent equipment manufacturer to an inquiring executive of a well known company in the field.

(Name and Address)

Gentlemen:

With reference to your letter of February 19, we have no used equipment available and we don't believe you could get a WPB 1319 Approval, as no doubt this would be an expansion program.

If you think you can get this approval contact us further,

Yours very truly,

The Blank Corporation
(Signed) Blank
Sales Manager

Nothing more. No friendly handshake. No offer to help in future. This same sales manager, a few months after V-Day, will be breaking his neck to round up new customers and will be spending long, serious hours with his advertising agency, planning a campaign to "knock-'em-dead."

"A real executive is a man who can hand back a letter for a third typing to a red-headed stenographer."

From "Convoys" h.m. of Cupples-Hesse Corp., 4175 North Kingshighway St. Louis 15, Missouri

THE REPORTER

□ A PURCHASING AGENT LOOKS AT . . . DIRECT MAIL. The following highlights appeared in an article entitled "A Purchasing Agent Looks At Advertising" by J. G. Davies, Treasurer, N. Slater Company, Ltd., Hamilton, Canada, in the April issue of The Red Barrel, super-excellent house magazine of The Coca-Cola Company, P. O. Drawer 1734, Atlanta, Ga. Now in Volume 25, Number 4. After discussing his reactions to other forms of advertising, Mr. Davies continues:

As to the two forms of direct-by-mail advertising; namely, envelope stuffers and personally addressed advertising material. For most of the things the industrial purchasing agent buys, I don't believe envelope stuffers are worth their cost. Too often their delivery to the buyer rests on the discretion of a junior clerk in the office. If and when they do reach him, they get there at a time when a batch of other, and, to him much more important mail matter is dumped on his desk.

I do believe, though, that a personally addressed envelope or pamphlet mailed at fairly regular intervals, consisting mainly of informative matter, adequately illustrated, about one or more of the advertiser's products, in which the buyer might be expected to be interested, interspersed, perhaps, with a cartoon, or a joke or two, can be highly effective. These, too, come at a time when I can hardly stop to read them, but they are addressed to me, and I know, from the firm's name on the envelope, and from previous experience, what the envelope contains, so I put it aside awaiting a convenient opportunity to read it, or more often, take it home to read in the evening or over the weekend. Advertising which seeks to inform the recipient regarding the product advertised, is the type of material which will get the bulk of the buyer's attention over the years which lie ahead, and somehow we buyers must provide the time to permit its careful scrutiny.

One point regarding direct-by-mail advertising may be interjected here, because it seems to receive too little consideration; that is, the color combinations used in printed matter. Much of the material put out is offensive to the eye, sub-consciously or psychologically. There is something about bright red, in a stoplight, for instance, which seems to transmit a shock to the senses, compared with which the amber "caution" signal is friendly. I think it will be generally admitted that while bright red does command attention, its overuse is dangerous. The brilliant "shockers" are usually of a type which the advertiser puts out himself because he feels they are not complicated enough to turn over to a competent agency,

so he puts them out himself, using his own judgment, and all too often, that is a great mistake.

We read much about mailing lists and their inaccuracies, yet despite the many admonitions, mailing lists still seem to receive less detailed consideration than any other adjunct of advertising. Too many are made up with little regard to the ability of the addressee to use the article or material advertised. Admittedly, the time and effort required by a senior employee with a broad knowledge of the requirements of many hundreds of prospects would be considerable, yet enormous sums are thrown away each year on paper, stamps, mailing and other incidental expense on advertising material which is foredoomed to become wastebasket stuffers. Incorrect names and initials in a surprisingly large proportion of such material also reduce unnecessarily, through carelessness, that all-important element of goodwill resulting from favorable first impressions. In the made-over business world which we are entering, the effective advertisement will use the minimum of words needed to put the idea across. The busy buyer will instinctively shy away from an ad burdened with a plethora of words. By trying to tell too much at one time, we run the serious risk of not having our ad read at all.

Reporter's Note: Not much to argue about on those reactions.



THEY'LL COME BACK SURE AS THE SWALLOWS!



TENSION KNOWS HOW



Return envelopes bring back whatever they're sent out to get, in the form of inquiries, orders and checks. They will increase returns by making it easy for your customers to reply.

TENSION ENVELOPE CORP.

Serving the Government and Our Civilian Customers

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

CLASSIFIED ADS

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPH, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

YOUNG MEN: A well-established direct-mail agency in New York City, preparing for post-war expansion, has openings for several young men.

No worldbeaters, just men of ordinary intelligence and ability, but they must be agreeable, dependable, ambitious and willing to learn.

Manufacturing as well as personal service is involved, so they must be prepared to get their hands dirty on occasion. Those who prove adapted will be taken into the firm. Starting salary \$30-\$40.

Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

One of the men, who came with us in 1944 as errand boy (etc.), at \$60 per week and worked up to shipping clerk (etc.), drew \$1,000 bonus the first year.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.



Drawn by EDW. A. WILSON, "Ranging the Maine Coast"

A WELCOME BEACON

Paper, one of the most critical war materials, must be conserved until the shoals of war are safely behind us.

Yet the very wartime restrictions have done much to strengthen the paper industry. They have brought mills, distributors, and users of paper together in a note-worthy spirit of co-operation. They have highlighted for the buyers of printing, as never before, the versatility of paper; the importance of choosing

the right paper for each individual job.

These gains are a bright beacon for the days ahead . . . they point the way to clearer sailing ahead for the entire paper industry. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



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